

Amendments to the Specification:

Please replace paragraph [0019] with the following amended paragraph:

[0019] By tagging interactive TV content with keys or personalization data, the interactive TV content can be filtered. The filtering process is not limited to any point within a broadcast. For example, the keys can be checked or filtered at a cable head-end system or within a TV subscribers set-top box or TV embedded device. The tagged keys or personalization data can be filtered or checked with delivered keys or personalization data to determine if the tagged interactive content is authorized for display or targeted for a particular receiver or group of receivers. If the tagged keys or personalization are authorized, the interactive content can then be displayed. Thus, content providers can target interactive content to specific receivers or users on a per receiver or per user basis. Content providers may also ~~can~~ target interactive content to specific groups of users by filtering some keys at regional head-end facilities.

Please replace paragraph [0022] with the following amended paragraph:

[0022] Network operator head-end 113 includes a key and personalization filtering module 115, which can receive inputs from a console application 114. If there is ~~not~~ no network 102 capability, the filtering techniques described herein for set-top box 106 or network operator head-end 113 filtering can be established either over the broadcast signal or directly by the user using the remote controller 122 or established by network operator head end 113 by network operator through console application 114.

Please replace paragraph [0023] with the following amended paragraph:

[0023] In one embodiment, TV 104 can receive and display TV broadcast 108 with interactive TV content 112. Interactive TV content 112 can be used to retrieve information from remote server 118, e.g., a web server. For example, interactive TV content 112 can be enhanced, web-based content, which ~~is~~ is included with TV broadcast 108. Set-top box 106 (or embedded hardware in TV 104) can receive or obtain interactivity through an Internet Protocol (IP) pathway. For instance, set-top box 106 can receive or obtain interactivity through a direct IP channel such as, for example, a telephone modem line, cable modem line, or xDSL line. Furthermore, interactivity can be obtained from the forwarded broadcast stream, e.g., TV broadcast 108 or from a local memory device or hard disk.

Please replace paragraph [0024] with the following amended paragraph:

[0024] A ~~broadcast~~ broadcast signal is shown with short dashed lines and can carry keyed ("tagged") interactive content. The broadcast signal may also carry keys and personalization data for establishing filtering rules for the authorization and personalization data that will reside on set-top box 106. Such data will provide matching keys for incoming keyed interactive content. The broadcast signal or stream may also act as the IP pathway where IP over broadcast stream is supported. An IP pathway is shown with long dashed lines. The IP pathway may be used to update keys where the broadcast signal or stream may not be appropriate or may not be selective enough for the type of conversation or communication that is required. The IP pathway can also be used to retrieve interactive content.

Please replace paragraph [0027] with the following amended paragraph:

[0027] Personalization and authorization platform architecture 110 can provide input for set-top box 106. In one embodiment, personalization and authorization platform architecture 110 provides set-top box 106 with a TV broadcast along with tagged interactive content as input for input signals 120. As will be described in further detail below, the tagged interactive content includes interactive content (e.g., interactive TV content 112) tagged with key data or personalization data ~~in~~ which set-top box 106 will use to output selectively the interactive content for display.

Please replace paragraph [0030] with the following amended paragraph:

[0030] Personalization and authorization platform architecture 110 can be a computing system having multiple sub-systems for performing the personalization and authorization techniques described herein. Alternatively, personalization and authorization platform architecture 110 can include hardware and/or software modules operating within set-top box 106, or within systems operated ~~off~~ off a TV network such as a cable head-end to perform the personalization and authorization techniques described herein.

Please replace paragraph [0033] with the following amended paragraph:

[0033] FIG. 1B illustrates an exemplary screen shot 150 of TV broadcast 108 including interactive TV content 112. Interactive TV content 112 can be selectively displayed with TV broadcast 108 based on tagged elements such as keys or personalization information as shown in FIG. 2, which will be described in more detail below. Referring to FIG. 1B, TV 104 displays TV broadcast 108 with interactive TV content 112. Interactive TV content 112 displays a Universal Resource Location (URL) location "http://www.xyz.com," which is a location of an exemplary website on the Internet (or located locally on set-top box 108 or located within the forward broadcast stream, or located on some ~~remove~~ remote server 118) related to TV broadcast 108. For example, TV broadcast 108 may be a clothing store commercial and the exemplary URL location may be the location of a website owned and operated by the clothing store. For example, the broadcaster may send two interactive triggers: one for male and one for female viewers/users.

Please replace paragraph [0042] with the following amended paragraph:

[0042] Network operators can send along the TV broadcasts using a number of sources such as, for example, a satellite source, wireless Multipoint Microwave Distribution System (MMDS) source, digital subscriber line (DSL) source, cable modem source, or a video server and tape machine source. Broadcasters 306 can send live broadcasts, or, alternatively, pre-recorded broadcasts. In one embodiment, broadcasters 306 control the operation of personalization server 302 and key/personalization data distribution system 304 to include interactive TV content with a TV broadcast and to determine which receivers or users are to view the interactive TV content. Broadcasters 306 can use interactive television system 110 to prepare interactive content that can be targeted to specific receivers or viewers/users. Targeting can be done in conjunction with a network operator that carries the TV broadcast signal to destination receivers or can be done directly with the receivers where there is ~~a~~ an IP pathway available for communication between broadcasters 306 and set-top box 106 device.

Please replace paragraph [0048] with the following amended paragraph:

[0048] Content filtering module 352 is used to perform a first stage filtering process of a TV broadcast. In one embodiment, a network operator or broadcaster can control whether interactive content is to be included with the TV broadcast. For example, the network operator or broadcaster can specify if

interactive content is to be included based on personalization data (e.g., date and time or geographical area). In such an example, a network operator or broadcaster can provisionally allow interactive content to be added to a TV broadcast at a given date and time or for a given geographical area. In other examples, a broadcast content creator, broadcast network provider, or broadcast affiliate can also be allowed to instruct content filtering module 352 to add interactive content to the TV broadcast. Such interactive content can be locally stored in personalization server 302 or be delivered by key/personalization data distribution system 304.